Ted Sullivan

VP, Destination & Resort Analytics

ADARA

THE FIRST COMIC-CON HELD IN 1970 DREW ONLY

300 PEOPLE

THIS YEAR THERE WILL BE OVER

300,000

ATTENDEES

THE
HARRY
POTTER
FRANCHISE
HAS MADE
MORE MONEY
THAN THE GDP
OF EL SALVADOR

70%

OF AMERICANS
SAY THEY WOULD
DATE A NERD

EVEN JOCKS
WANT TO
LOOK LIKE
NERDS

EVEN JOCKS
WANT TO
LOOK LIKE
NERDS
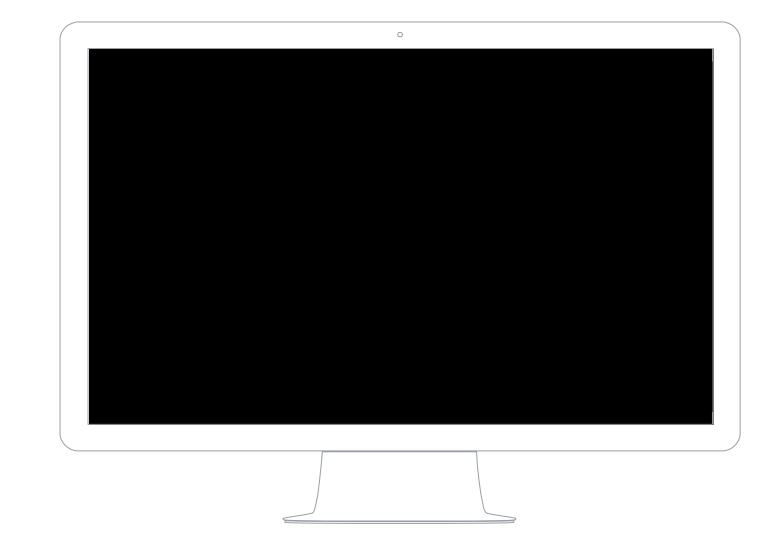
THOSE AREN'T EVEN REAL GLASSES!

AND DON'T FORGET
MONEY BALL

WHAT ARE YOU A GEEK FOR?

I'M A GEEK FOR

THE KARDASHIANS & HILLYBILLY MUSIC

I'M A GEEK FOR
WHITE ZINFANDEL

I'M A GEEK FOR
QUILTING &
NEEDLEPOINT

I'M A GEEK FOR
MEXICAN FOOD

I'M A GEEK FOR

Barry Mannilow Tunes

I'M A GEEK FOR…
BEING A GEEK.

GEEKS ARE TAKING OVER TOURISM

ADARA

Geek Out Question

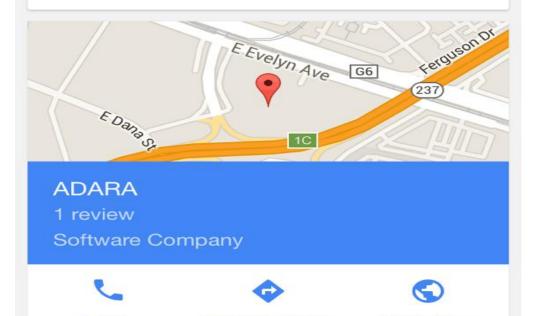Who is confused by all of the data options?

ADARA

Ask These 3 Questions

Where do you get your data?
How much of my ecosystem can you see?
How will you help my destination use the data?
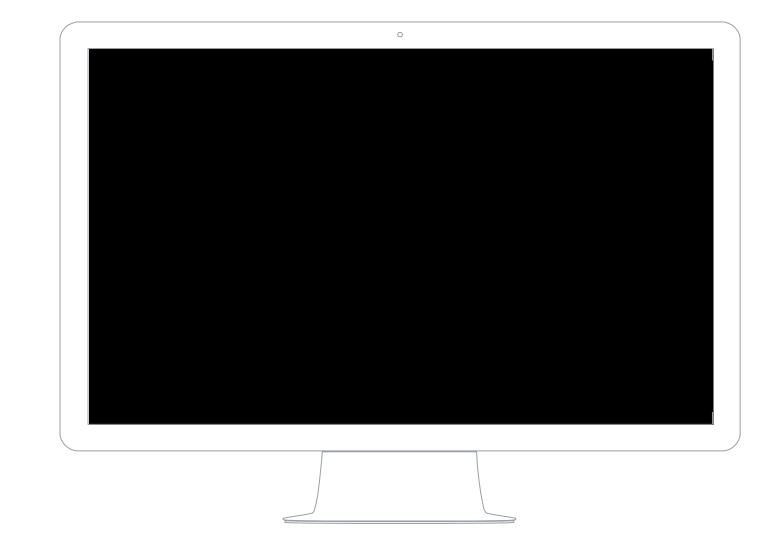
ADARA - What We Do - Overview
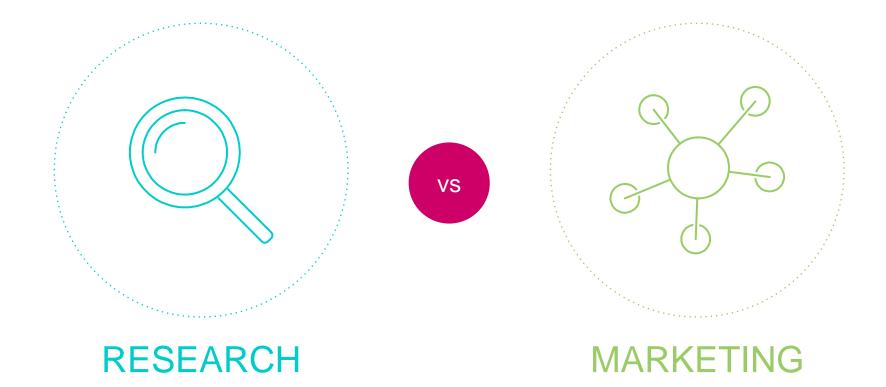adara.com › what-we-do

ADARA and our data partners have created a portfolio of premium consumer data, with billions of pieces of data.

ADARA
1 review

Software Company

RESEARCH **VS** MARKETING

WHO HAS MORE SWAY?

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 452 ANYCITY NY

POSTAGE WILL BE PAID BY ADDRESSEE

XYZ CORPORATION
1277 INDUSTRIAL DR
ANYCITY NY 14523-9672

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Like us on Facebook

CHANGING BENCHMARKS

PHONE
CALLS

WEBSITE
HITS

TRAVEL GUIDE
REQUESTS

FACEBOOK
LIKES

WHAT ABOUT BENCHMARKS?
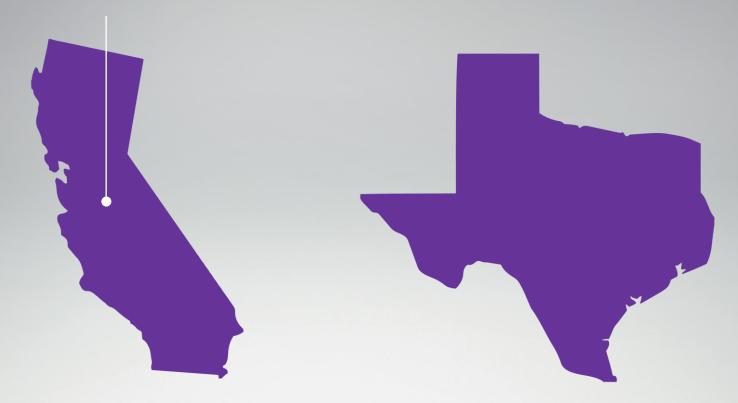
WHAT KEY PERFORMANCE METRICS ARE YOU USING ON YOUR MEDIA?

1 Click-throughs (CTR)

2 Website visits

3 Hotel bookings (via res system)

4 Media conversion to booking

5 Impressions

What would you do?

FEWER DOLLARS TO CONVERT

LOSING CUSTOMERS TO SAN FRANCISCO AND SEATTLE

ADARA
DATA

Right People at the Right Time

THE ETERNAL DEBATE
ARE WE STILL RELEVANT?

LET'S STOP
DEBATING,
AND START
PROVING.

THE PROOF WILL
COME FROM…

DATA

GET TO KNOW YOUR INNER GEEK

HERE'S A CRASH COURSE

THE DMO CHALLENGE

PROGRAMMATIC

Buying of media by automated systems. This can be normal/remnant inventory, but also Premium now, as more and more advertising is run on platforms

PROGRAMMATIC

It's like a computer inviting all of the people that "I" want to my birthday party and not the list my MOM is trying to make me invite

THE DMO CHALLENGE

DEMAND SIDE PLATFORM (DSP)

Essentially the software that helps you execute your media buy from the "buy side"

DEMAND SIDE PLATFORM (DSP)

It's like Santa Claus, he gets a list and then he just kinda knows which toys are the toys that the kids all over the world would probably want

REAL TIME BIDDING

A component of "programmatic".
Instead of buying an ad in advance
and hoping it reaches the right audience,
digital advertising can be bought in
"Real time", meaning much tighter targeting
of audiences.

THE DMO CHALLENGE

REAL TIME BIDDING
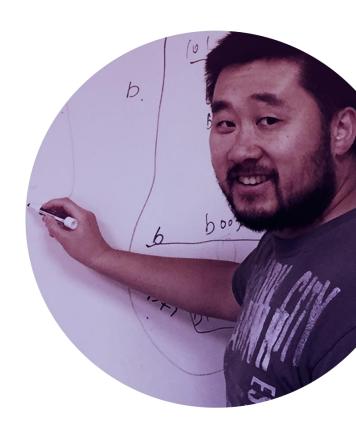
It's like giving someone a cookie when they're hungry and not when they're NOT hungry

Cookies taste better when you're hungry

THE DMO CHALLENGE

PREMIUM INVENTORY

High visibility, high impact placements on popular sites. Common example is the Wall Street Journal homepage, or the top of the page on Conde Nast Traveler or National Geographic, etc. Much more costly than generic advertising, but extremely effective if deployed properly.

THE DMO CHALLENGE
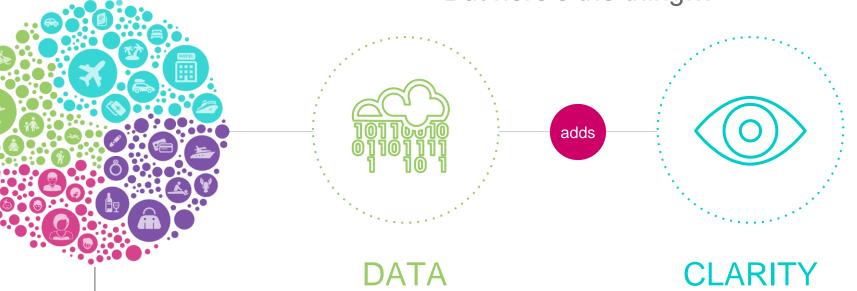
PREMIUM INVENTORY

It's like when my favorite candy is right there in front of me and easy for a kid to reach when we check out of the grocery store

But here's the thing…

DATA

adds

CLARITY

IVY'S VERSION…

IVY'S VERSION…

Well first Elsa accidentally hurts Anna with her powers twice once when they're kids and another time they get old but Elsa I mean well first the kingdom is trapped in winter that never ever ever ends but Anna and Kristoff and his reindeer he has a reindeer that's his sidekick but there's also also a funny snowman and they have to be brave and race to save everyone from the cold weather but then the icy spell well hold on you need to think about Elsa and Anna

SO I ASKED ONE OF
OUR ENGINEERS FOR
HIS VERSION
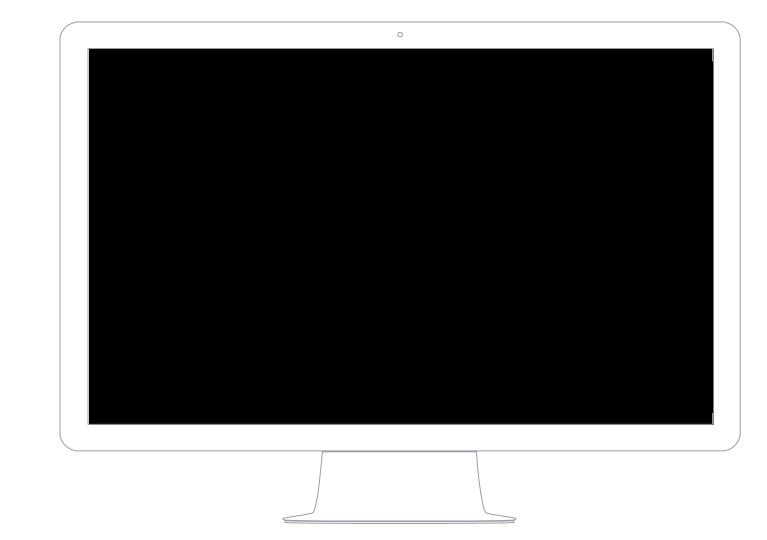
ENGINEER VERSION…

It was cold.
They wanted it warm.
Let it go.

HOW WILL YOU BE USING DATA IN THE FUTURE?

OWN

YOUR AUDIENCE

Marriott

DELTA

Hertz

Frommer's

THE RITZ-CARLTON®

American Airlines

NCL NORWEGIAN CRUISE LINE®

Room key
Search. Book. Relax.

ACCOR

UNITED

National Rail Enquiries

oyster.com

HYATT®

RYANAIR

national express

evite

Preferred
HOTELS & RESORTS

Virgin america

SuperShuttle

sta

Best Western

KLM
Royal Dutch Airlines

trainline

hipmunk

CHOICE HOTELS

ETIHAD AIRWAYS

WYNDHAM
HOTEL GROUP

helloworld

HomeAway

airberlin.com
Your Airline.

Fareportal

HolidayCheck
★★★★★

Travel.jp

9,000,000,000

SEARCHES ANNUALLY
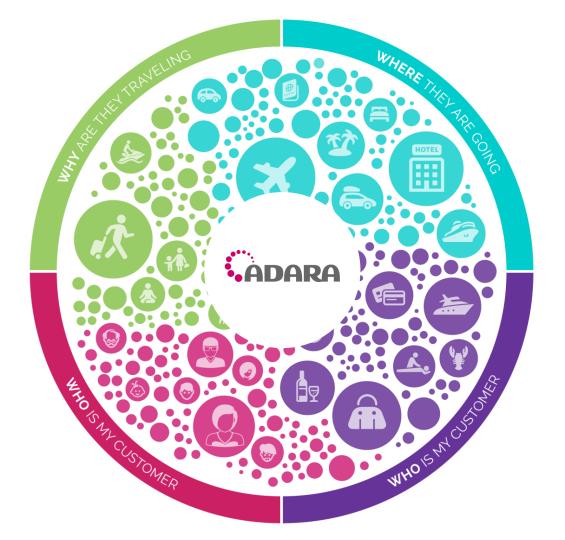
500,000,000

BOOKINGS ANNUALLY

DATA BECOMES INSIGHTS

1+ BILLION RICH TRAVELER PROFILES

400+ MILLION MONTHLY UNIQUES

- Transactional
- Intent
- Search Data
- Bookings Data
- Loyalty Data

We Know

Destinations they search

———

Where they book

———

If they visited your site

———

Exposed to your media

———

If they booked elsewhere

Find Your Best Travelers

No. in Party

———

Business vs. Leisure

———

No. of Nights

———

Hotel Rate

———

Where they're coming from

———

Where they're going
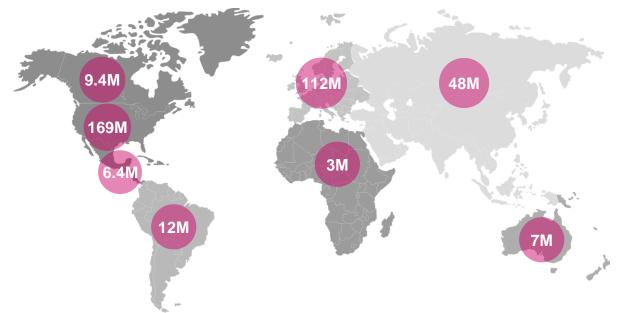
THAT'S A LOT OF DATA.

What will you do with it?

Proving Economic Impact

Proves Relevance

ADARA HAS A GLOBAL FOOTPRINT

9.4M

169M

6.4M

12M

112M

48M

3M

7M

Over **350 Million** monthly uniques

1 Billion rich profiles that include, on average: 30+ data points per profile
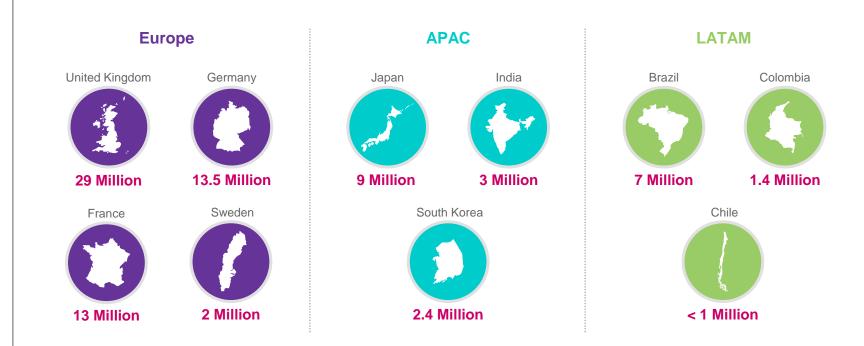
9 Billion travel searches annually

500 Million air and hotel bookings annually

Unique profiles by geography (Nov 2015)

CONNECTING TO THE WORLD

350+ Million monthly uniques* + **1 Billion** profiles

Europe

United Kingdom
29 Million

Germany
13.5 Million

France
13 Million

Sweden
2 Million

APAC

Japan
9 Million

India
3 Million

South Korea
2.4 Million

LATAM

Brazil
7 Million

Colombia
1.4 Million

Chile
< 1 Million

*As of Nov 2015

HOW OLD IS YOUR VISITOR PROFILE?

1 0-6 months

2 6-12 months

3 Over a year

4 Can't remember the last one

UTAH

IN THE ADARA ECOSYSTEM

$178,087,285

IN HOTEL REVENUE
FROM OUR DATA PARTNERS

61%

OF ALL HOTEL
IN VIRGINIA

UTAH High Level Stats

Vertical	Bookings	Searches	Avg. LOS	Avg. # Travelers	Avg. Search to Booking	Avg. AP	ADR (USD)	Total Travelers	Total Nights	Total Estimated Revenue
Flight	1,278,384	12,115,352	4.1	1.4	6.6	37.2	-	1,759,600	5,220,386	N/A
Hotel	554,873	6,148,468	2.1	1.7	4.9	30.1	$152	928,058	1,151,123	$176,087,285

Vertical	Reason for Travel	Bookings	Avg. LOS	Avg. AP	Avg. # Travelers	ADR (USD)	Total Travelers	Total Nights	Total Estimated Revenue
Flight	Business	538,685	1.1	28.0	1.2		672,214	593,005	N/A
Flight	Leisure	485,219	6.8	48.4	1.5		728,142	3,293,643	N/A
Hotel	Business	243,665	1.7	24.6	1.5	$155.50	362,981	416,585	$64,778,967

To see where visitors are coming from

Top Origins (Air)
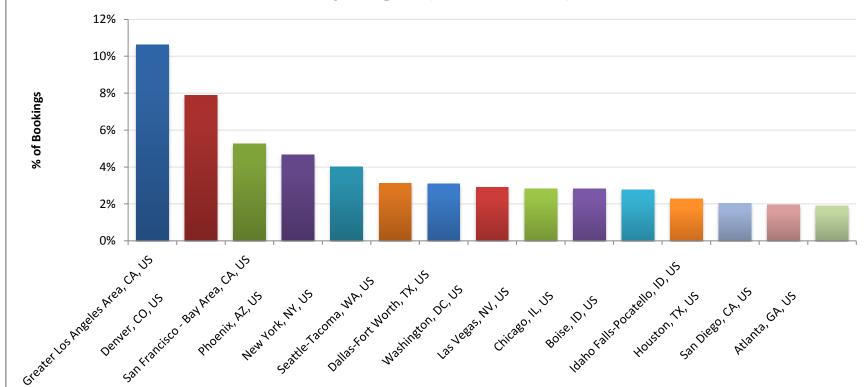
Where they're coming from

Top Origins (Hotel)
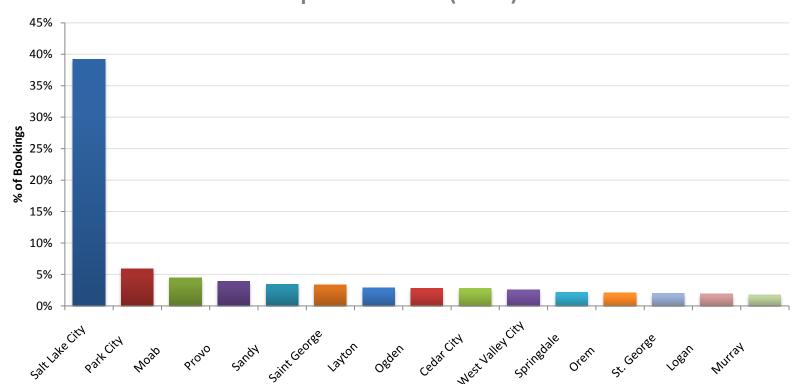
Where they're coming from (Excluding UT)

Top Origins (Hotel excl UT)
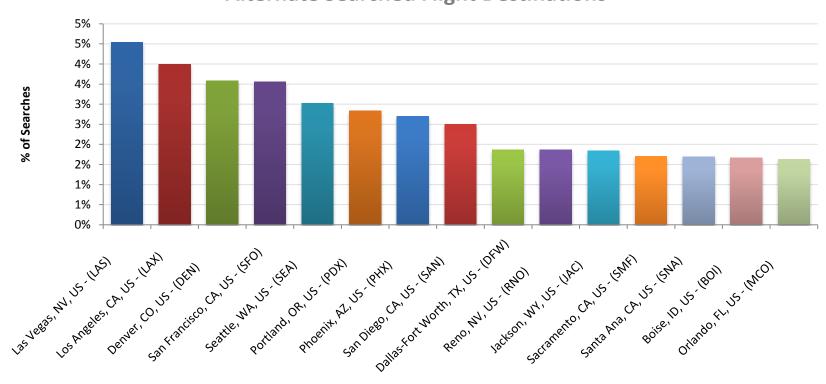
Where they're staying in Utah

Top Destinations (Hotel)
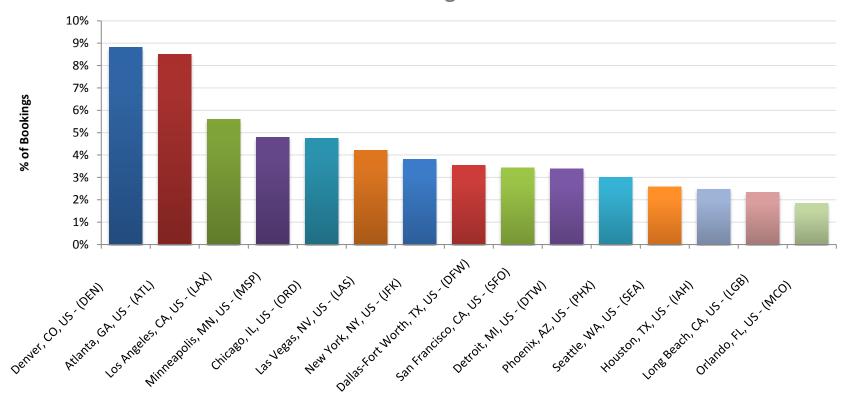
And where else they're considering

Alternate Searched Flight Destinations

When we lose one, we see who won them
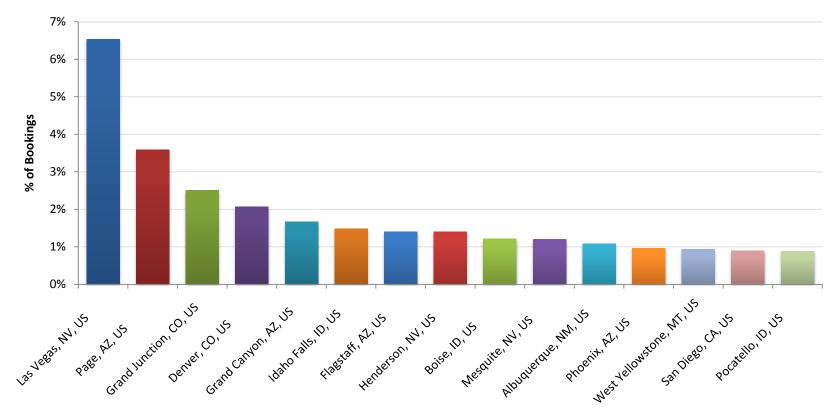
Alternate Booked Flight Destinations

When we lose one, we see who won them

Alternate Booked Hotel Destinations
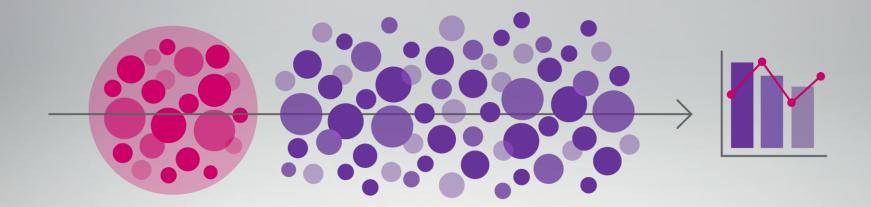
YOUR WEBSITE

ADARA'S TRAVEL NETWORK

DETAILED DATA ANALYSIS

TRACY'S
GEEK IT UP LIST!

1

Target family travelers

Identify families based on **1st party data** – through confirmed itineraries

2

Competitively conquest through **Alternative Searched Destinations**

3

Customize creative leveraging 6.6 **day flight** and 4.9 **hotel search** to book windows

4

Implement **low-funnel events** and **attraction specific creative** with in 36 day window before travelers come into market

5

Utilize **booking data from confirmed international travelers** in drive market states – a great strategy for international travelers to get a **USA Experience**

Fort Worth

MONTANA MOUNTAIN BIKERS VS ROAD BIKERS

+$25 per day

ACTIVITIES VS HISTORY IN MONTANA

$3000
vs
$500

3,759 vs 4,259

$185 vs $173

BATTING
AVERAGE

VS

CLICK
THROUGH RATE
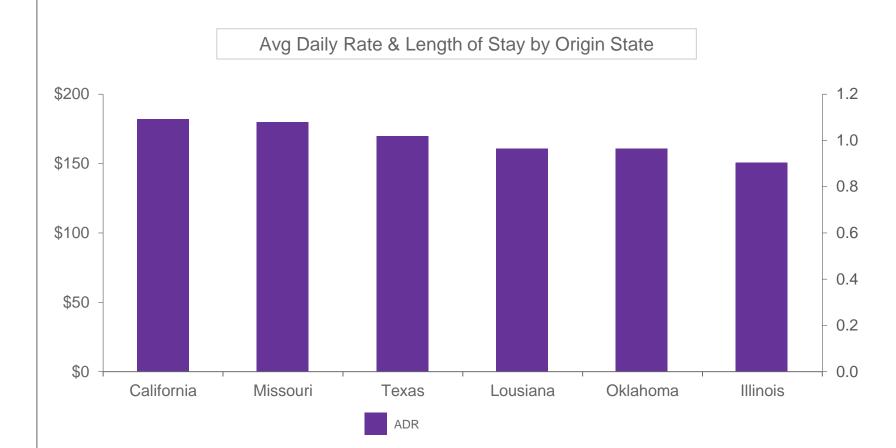
"I invest **15%** of my marketing budget into research and analytics to make the remaining **85%** perform even stronger. "
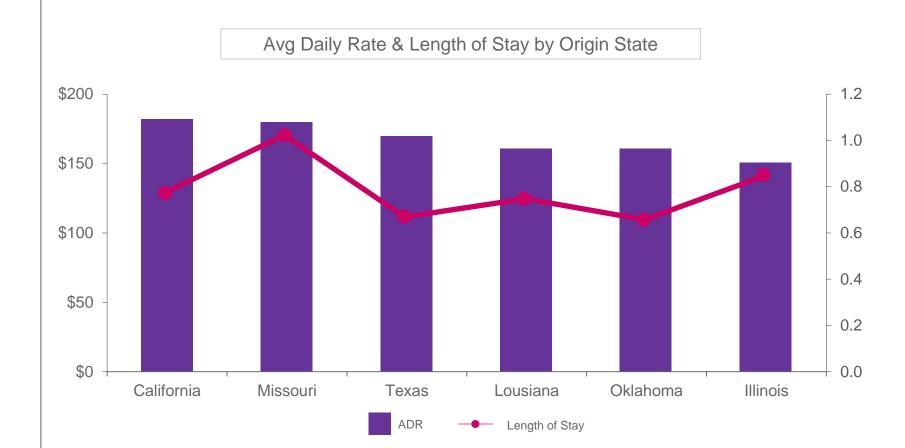
Matt Clement
Marketing Statistics Manager
Ft Worth CVB
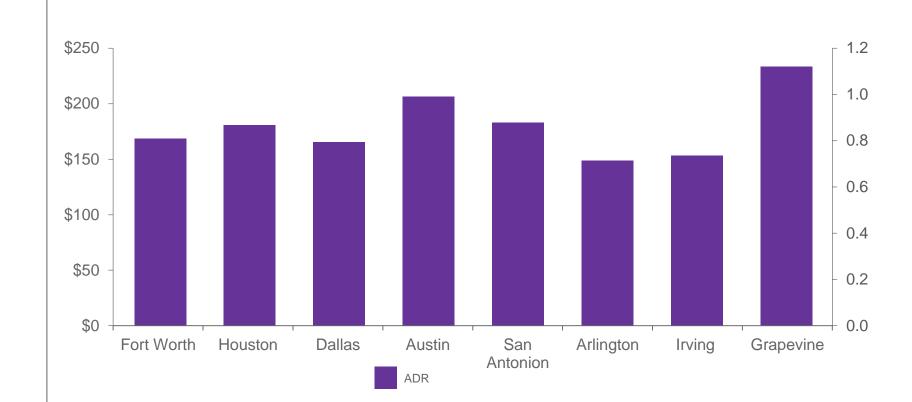
PEOPLE TRAVELING TO FORT WORTH

Avg Daily Rate & Length of Stay by Origin State

ADR

Avg Daily Rate & Length of Stay by Destination
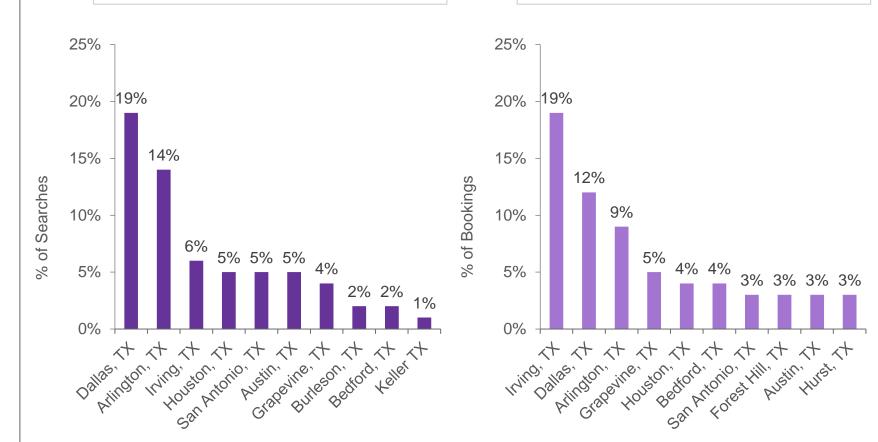
Avg Daily Rate & Length of Stay by Destination

Alternate Searched Texas Destinations

% of Searches

Destination	%
Dallas, TX	19%
Arlington, TX	14%
Irving, TX	6%
Houston, TX	5%
San Antonio, TX	5%
Austin, TX	5%
Grapevine, TX	4%
Burleson, TX	2%
Bedford, TX	2%
Keller TX	1%

Alternate Booked Texas Destinations

% of Bookings

Destination	%
Irving, TX	19%
Dallas, TX	12%
Arlington, TX	9%
Grapevine, TX	5%
Houston, TX	4%
Bedford, TX	4%
San Antonio, TX	3%
Forest Hill, TX	3%
Austin, TX	3%
Hurst, TX	3%

California

3,759 impressions
$185 ADR
LOS = 3 days

Florida

5,355 impressions

$139 ADR

LOS = 2.3 days

THE NEW WAY
IS BETTER

THE NEW WAY IS BETTER!

OLD WAY

- Impressions
- Clicks
- Ctr%

NEW WAY

- 11,700 confirmed hotel bookings
- ADR increase of $20
- LOS increase of .3 days
- Avg occupancy increase of .5 people

Idaho

192,905

Hotel Searches

7,594

Hotel Bookings

140,458

Air Searches

4,356

Air Bookings

Source: ADARA, travelers exposed to Idaho Tourism campaign, June – Aug 2015

SEARCH & BOOK TIMELINE

Travelers, on average, spent about a **week and a half** searching. This ranged from **6 to 12** days depending on the media partner.

Flight was booked about **1 month out,** and hotel about **3 weeks** out.

9.8 days	33.5 days

8.9 days	21.9 days

Search to booking   **Booking to departure**

BEST MEDIA PARTNER

0.105% CVR

0.065% CVR

0.027% CVR

0.005% CVR

	MEDIA PARTNER 1	MEDIA PARTNER 2	MEDIA PARTNER 3	MEDIA PARTNER 4
Media impressions	2,617,339	1,998,916	1,849,148	1,510,066
Hotel bookings	142	2,102	1,206	405
Est. revenue	**$34,991**	**$677,875**	**$358,934**	**$135,481**

Source: ADARA Impact, Idaho Tourism campaign: top media partners, July 2015. CVR = rate of bookings / impressions

EVERYONE YOU NEED FROM HEAD TO TOE.

More choices than anywhere else in the nation, all under one roof. Over **100 women's apparel stores, 75 beauty and accessory stores, and 50 shoe stores** at Mall of America®

Frommer's

Be *the* one to give him lessons for life. Always the lowest price Only at Hilton.com*

Hilton BOOK NOW ►

Destinations ▾ Hotels ▾ Trip Ideas ▾ Deals & News ▾ Tips & Tools ▾ Forums ▾ Store 100 Family Trips Radio

Google™ Custom Search

Search Flights powered by momondo   Book Hotels powered by Booking.com

South Ari Atoll, Maldives • photo by: Neville Wootton Photography/Flickr

Home   Destinations   North America

North America

Find a Destination

Discover details about hotels, attractions, restaurants, planning information, and more for over 4,300 destinations around the world.

(+) Click to navigate with larger map.

Share 10   Tweet 8   Google + 24   Email 6

Top Destinations

Kauai	New Orleans
Oahu	New York City
Boston	Orlando
Cancun	Puerto Vallarta and the Riviera Nayarit
Chicago	San Diego
Las Vegas	San Francisco
Los Angeles	Seattle
Maui	Toronto
Miami	Vancouver
Montreal	Washington, D.C.

COUNTRIES

Canada	Mexico	USA

about travel

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Where To Pamper Pets In Chicago ➤

OUR CHICAGO TRAVEL EXPERT

Audarshia Townsend
Chicago Travel Expert

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THE LATEST IN CHICAGO TRAVEL

Chicago's Summer Frozen Treat Guide

For your eating and sipping pleasure, we're pointing you in the direction of the absolute best frosty desserts in the Windy City.

➤ Share

TODAY'S TOP 5 PICKS IN TRAVEL

5 **This Is America's Number One beach**
By John Fischer
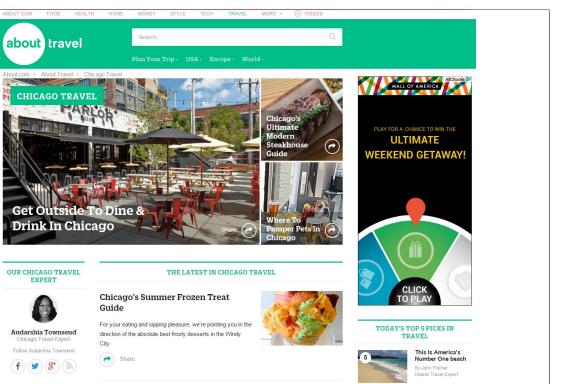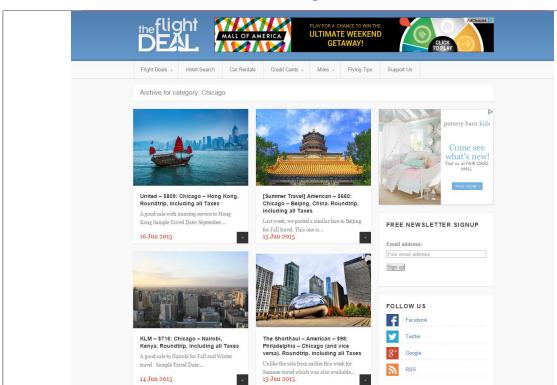Hawaii Travel Expert

ADARA OVERVIEW

Report: Impressions Served between 6/22 and 7/31
Search and Booking Data Cutoff Date: 7/31

TRAVEL TYPE SUMMARY

Activity Type	Avg LOS	Avg Search to Booking	Avg AP	Avg # Travelers	ADR (USD)	Total Travelers	Total Nights	Estimated Revenue
Flight	3.9	9.7	25.4	1.3	N/A	1,325	3,994	N/A
Hotel	1.9	7.2	22.9	1.8	$194.28	1,508	1,574	$305,800.89

KPI SUMMARY

Impression per Night	4,856
Impression per Hotel Visitor	5,068
Impression per Air Passenger	5,768

HOTEL

HOTEL TOTALS

Partner Name	Bookings	Searches	Avg Length of Stay (Days)	Avg Search to Booking Window (Days)	Avg Advance Purchase (Days)	Avg # Travelers	ADR (USD)	Total Estimated Travelers	Total Estimated Nights	Total Estimated Revenue
Vendor 3	317	20,446	2.0	7.2	22.1	2.1	$196.56	656	625	$122,849.80
Vendor 5	241	6,902	2.0	8.9	25.9	1.4	$192.96	329	472	$91,075.24
Vendor 2	197	11,054	1.8	5.1	23.2	1.9	$196.73	380	349	$68,659.27
Vendor 4	106	5,858	1.9	6.1	20.8	2.0	$197.34	215	198	$39,073.15
Vendor 1	17	1,049	2.9	5.0	28.4	1.6	$156.58	27	50	$7,828.95
Total*:	820	40,435	1.9	7.2	22.9	1.8	$194.28	1,508	1,574	$305,800.89

What's Next?

In the Destination Tourism Industry

DMO Attribution & Revenue Measurement

Best Practices

U.S. TRAVEL
ASSOCIATION

OUR TEAM

GOALS FOR THE INDUSTRY

I.   Create an industry wide measurement process for attributing revenue from media and marketing
II.   Create an accountability standard in the DMO industry – quantify impact of marketing investments
III.   Develop a way to reward for profitability and improvement opportunity for others
IV.   End the 'relevance' argument
V.   Create method of justified budget increases/decreases
VI   Develop a set of best practices instead of a benchmark that may not be realistic
VII.   Educate decision makers on technology and how DMOs quantify impact of marketing budget.
VIII.   Educate other audiences beyond DMO's – policy makers, economic development, etc.

PRIMARY OBJECTIVE

Increase the average
United States
Destination Marketing Organization
Marketing budget
5% by 2018

2016 CASE STUDIES

VIRGINIA IS FOR LOVERS

VERMONT

VISIT WICHITA

FORT WORTH
City of Cowboys and Culture

BERMUDA
so much more

U.S. TRAVEL
ASSOCIATION

TED'S NERD OUT LIST!

1 Invest ~**15%** in **Research** and **Analytics**

2

Have a **Research Geek**
or data nerd on staff

3

Develop a tech'y term **"Geek Sheet"** for your office

4

Embrace a new **benchmark**!

Justify your **existence**

5

Every year we will have more and **more data** way beyond what we have now

6

Create a **new report** for your board

Beat them to the punch

Others are **already doing it**

7

Make **media decisions** more frequently

8

Hold **media vendors** more **accountable** for performance

WHERE MY GEEKS AT?

LEVERAGING GLOBAL TRAVEL DATA
TO DRIVE FUTURE BUSINESS PERFORMANCE

Ted Sullivan
VP, Resort & Destination Analytics
ted.sullivan@adara.com | 816.309.3670